



WDIV

# ORDER

Print Date 10/05/12

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Flight Dates **10/08/12-10/14/12**

Contract / Revision      **261337 /**      **STABENOW FOR SENATE**

Original Date / Revision      Agency Com      15%

10/05/12    10/05/12      Billing Contact

Advertiser **POL/Stabenow/Senate/D/MI**  
Agency    **Media Strategies & Research**  
Buying Contact  
**11350 Random Hills Rd**  
**Suite 670**  
**Fairfax, VA 22030**

**11350 Random Hills Rd**  
**Suite 670**  
**Fairfax, VA 22030**

Sales Office    PHI  
Sales Region NAT  
Agency Ref

Order Sep      00:15:00

Estimate #      **12256**

Alt Order #      **06364666**

Billing Type      Cash

Order Type      GENERAL

Billing Cycle      EOM/EOC

Billing Calendar BROADCAST

Demographic    A35+

Rev Codes      AGY      POL      CAND

Product Codes PL-Senate-Democrat

Priority      P-2

Advertiser Ref

Primary Account Executive  
 Nick Welte

Account Executive	Order%	Start Date	End Date
Nick Welte	100%		

Order Share 100% Market Value 20900

Competing Station	% of Order	Amount
CABLE	%	0
WDWB	%	0
WJBK	%	0
WKBD	%	0
WWJ	%	0
WXYZ	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	15	\$17,765.00	\$20,900.00	0.00	10/01/12	10/13/12	15	\$17,765.00	\$20,900.00
<b>Totals</b>	<b>15</b>	<b>\$17,765.00</b>	<b>\$20,900.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WDIV	10/09/12	10/12/12	6-7am Local 4 News M-F Local 4 News Today @ 6/	CM	6A-630A (6:00 AM-6:30 AM)	- 11- 1- -	:30	3	\$1,100.00	P-2	0.00	NM	3	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- 11- 1- -					3	\$1,100.00		0.00			
E 2	WDIV	10/11/12	10/11/12	6-7am Local 4 News M-F Local 4 News Today @ 6/	CM	630A-7A (6:30 AM-7:00 AM)	- - - 1- - -	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- - - 1- - -					1	\$1,200.00		0.00			
E 3	WDIV	10/13/12	10/13/12	Sat Today 8-10am Sat 8-10am Today	CM	Sat 8-9am Today (8:00 AM-9:00 AM)	- - - - - 1-	:30	1	\$950.00	P-2	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- - - - - 1-					1	\$950.00		0.00			
E 4	WDIV	10/09/12	10/09/12	M-F 430-5P Inside Edition Inside Edition M-F 430-5p	CM	430p-5p	- 1- - - - -	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- 1- - - - -					1	\$800.00		0.00			
E 5	WDIV	10/08/12	10/11/12		CM	4p-430pm	1- - 1- - -	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00



WDIV

Print Date: 10/05/12

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Contract / Revision **261337** Flight Dates **10/08/12-10/14/12**

Hiatus Dates

Original Date / Revision 10/05/12/ 10/05/12

Order Sep 00:15:00

Advertiser **POL/Stabenow/Senate/D/M** Product **STABENOW FOR SENATE** Estimate # **12256**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F Local News @ 4pm											
				M-F Local News @ 4pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1--1---					2	\$850.00		0.00			
E 6	WDIV	10/12/12	10/12/12	5-6pm Local 4 News M-F	CM	5P-530P	----1--	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
				M-F Local 4 News 5-6pm		(5:00 PM-5:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	----1--					1	\$1,300.00		0.00			
E 7	WDIV	10/08/12	10/11/12	5-6pm Local 4 News M-F	CM	530P-6P	11-1---	:30	3	\$1,350.00	P-2	0.00	NM	3	\$4,050.00
				M-F Local 4 News 5-6pm		(5:30 PM-6:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	11-1---					3	\$1,350.00		0.00			
E 8	WDIV	10/12/12	10/12/12	M-F Access 7-730P Wheel	CM	7P-730P	----1--	:30	1	\$2,300.00	P-2	0.00	NM	1	\$2,300.00
				M-F Wheel of Fortune											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	----1--					1	\$2,300.00		0.00			
E 9	WDIV	10/10/12	10/10/12	Jeopardy 730-8p M-F	CM	730P-8P	--1----	:30	1	\$2,300.00	P-2	0.00	NM	1	\$2,300.00
				M-F Jeopardy											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--1----					1	\$2,300.00		0.00			
E 10	WDIV	10/10/12	10/10/12	Wednesday 10-11p	CM	10-11PM	--1----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
				Chicago Fire											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--1----					1	\$3,000.00		0.00			
													Totals	15	\$20,900.00